

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 EPA-04 OES-05 /029 W
----- 079503

R 131433Z FEB 76
FM AMEMBASSY MOSCOW
TO USDOC WASHDC
INFO AMEMBASSY PRAGUE
AMEMBASSY VIENNA
AMEMBASSY WARSAW
SECSTATE WASHDC 9893

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USDOC FOR BEWT/THOMPSON
PRAGUE FOR ECON/COMM FARRAND
VIENNA FOR EWTDO/MARTIN
WARSAW FOR TDTIO/HERTZBERG
DEPT PASS EPA FOR BROWN

E.O. 11652: N/A
TAGS: BEXP, UR
SUBJ: CLEAN AIR 76

1. SUMMARY. EXHIBITION/SEMINAR ON EQUIPMENT AND TECHNOLOGY FOR MONITORING AND CONTROL OF AIR POLLUTION -- "CLEAN AIR 76"-- HELD IN COMMERCIAL OFFICE FEBRUARY 3-5 WAS OUTSTANDING SUCCESS. OFF-THE-FLOOR SALES FOR THE SEVEN PARTICIPATING FIRMS TOTALED DOLLARS 160,897.68, WITH 12 MONTH PROJECTION BY THE EXHIBITORS OF AN ADDITIONAL DOLLARS 3,890,000 BUSINESS IN THE SOVIET UNION AS RESULT LEADS OBTAINED AT EXHIBIT. WITH EXCELLENT COOPERATION FROM SOVIET ORGANIZATION HYDROMET, COMMERCIAL OFFICE DREW AN AVERAGE OF OVER 75 SOVIET VISITORS PER LECTURE. DIRECTOR OF HYDROMET AND DEPUTY MINISTER OF INSTRUMENT MAKING, AUTOMATION EQUIPMENT AND CONTROL SYSTEMS PARTICIPATED IN EXHIBIT, SIGNALING HIGH LEVEL OF SOVIET INTEREST IN THEME AND PARTICIPATING COMPANIES. COMMERCIAL OFFICE RECEIVED GENERALLY PROMISING SUPPORT FOR EVENT FROM SOVIET CHAMBER OF COMMERCE AND INDUSTRY. TWO MAJOR DISAPPOINTMENTS PRIOR TO OPENING OF JEEP--LAST-MINUTE CANCELLATION BY EPA'S DR. MORGAN (WHO WAS SCHEDULED TO CHAIR
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US TEAM OF PARTICIPANTS) AND CONFUSION OVER LATE DROP-OUT

BY EIGHT FIRM, E-H RESEARCH--WERE OVERSHADOWED BY COMMERCIAL SUCCESS OF PARTICIPATING COMPANIES AND CONSENSUS ON SOVIET SIDE THAT CALIBER OF PRESENTATIONS WAS OF UNIFORMLY HIGH LEVEL. ON BASIS OF POSITIVE RESULTS OF "CLEAN AIR 76", HYDROMENT AND COMMERCIAL OFFICE OPTIMISTIC ABOUT POTENTIAL FOR FUTURE COOPERATION ON HOLDING SEMINAR/EXHIBIT ON WATER POLLUTION IN 1977. END SUMMARY.

2. FINAL REPORT FOR CLEAN AIR 76 SEMINAR/EXHIBIT AS OF COB FEBRUARY 12, 1976. STANDAR REPORTING FORMAT FOLLOWS:

1. CLEAN AIR 76, SEMINAR/EXHIBIT
2. U.S. COMMERCIAL OFFICE, MOSCOW
FEBRUARY 3-5, 1976
3. AGENTS APPOINTED -0-, UNDER NEGOTIATION -1-
4. FLOOR SALES 160,897.68 U.S. DOLLARS
12 MONTH PROJECTION 3,890,000 U.S. DOLLARS
5. NUMBER OF REGISTERED VISITORS -0-

FOLLOWING IS BREAKDOWN OF ATTENDANCE DURING LECTURES:

3 FEBRUARY A. M. (ROCKWELL)	98
3 FEBRUARY P.M. (SIPIN)	72
3. FEBRUARY P.M. (BECKMAN)	67
4 FEBRUARY A.M. (HEWLETT-PACKARD)	96
4 FEBRUARY A.M. (THERMO ELECTRON)	77
4 FEBRUARY P.M. (MONITOR LABS)	63
5 FEBRUARY A.M. (SPECIAL SHOWING FOR STATE COMMITTEE SCIENCE AND TECHNOLOGY AND MINPRIBOR)	15
5 FEBRUARY P.M. (MELOY LABS)	57

TOTAL	545

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ABOVE FIGURES REPRESENT SEMINAR VISITORS ONLY. SOVIET MINISTRIES AND BUYING OFFICIALS HELD MEETINGS AT USCOMOFF WITH SEVERAL EXHIBITORS DURING LECTURE PERIODS. NO ATTEMPT WAS MADE TO KEEP A DOOR COUNT. IN PLACE OF PRESENTATION FEBRUARY 5 A.M. BY E.H. RESEARCH, A LAST MINUTE DROP-OUT, A SPECIAL V.I.P. SHOWING FOR KEY MEMBERS OF MINPRIBOR (MINISTRY OF INSTRUMENT MAKING, AUTOMATION EQUIPMENT

AND CONTROL SYSTEMS) AND THE STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY WAS ARRANGED.

6. TOTAL NUMBER OF EXHIBITORS: 7 PA'S FOR 7 COMPANIES

A. NEW-TO-EXPORT -0-

B. NEW-TO-MARKET -5-

C. OLD-TO-MARKET -2-

D. FULLY ACHIEVING MARKET OBJECTIVE -7-

E. PARTIALLY ACHIEVING MARKET OBJECTIVE -0-

F. FAILING TO ACHIEVE MARKET OBJECTIVE -0-

G. NUMBER OF EXHIBITORS WITH EUROPEAN REPRESENTATIVES
FROM U.S.: 2 AMERICANS FROM 2 COMPANIES

3. HIGHLIGHTS. FROM ALL STANDPOINTS--COMMERCIAL RESULTS, VOLUME OF ATTENDANCE, DEGREE OF SOVIET COOPERATION, LEVEL OF LECTURE PRESENTATION, AND PROSPECTS FOR FOLLOW-UP COOPERATION WITH SOVIET CO-SPONSORS -- CLEAR AIR 76 WAS OUTSTANDING SUCCESS. OFF-THE-FLOOR SALES OF OVER \$160,000 REPRESENTS HIGH WATER MARK FOR COMMERCIAL OFFICE JEEPS. BECKMAN (\$32,557.81), MELOY LABS (\$17,730) AND MONITOR (\$45,865.87) SOLD EVERYTHING BYEY BROUGHT. HEWLETT-PACKARD (\$49,730) SOLD TWO OUT OF ITS THREE DISPLAYED ITEMS, AS DID THERMO ELECTRON (\$14,100). SIPIN, IN WHICH HYDROMET HAD EARLIER INDICATED ONLY LIMITED INTEREST, SOLD ONLY TWO PERSONAL MONITOR KITS FOR \$914, BUT HE WAS PLEASED WITH CONTRACTS MADE WITH MINISTRY OF HEALTH OFFICIALS. ROCKWELL DID NOT BRING ANYTHING TO SELL, UTILIZING ONLY GRAPHIC DISPLAY, BUT COMPANY REPRESENTATIVE COLOVOS PROJECTED SALES OF \$3,750,000 OVER NEXT YEAR AS RESULT OF HIS PARTICIPATION. REPRESENTATIVES MADE GOOD USE OF STAND ATTENDANTS TO CARRY ON DISCUSSIONS DURING LECTURE PROGRAM; THESE INTERPRETERS WERE FULLY AND PROFITABLY UTILIZED. EXCELLENT TURNOUT AT ALL LECTURES ATTRIBUTABLE TO HYDROMET'S COOPERATION
AMBASSADOR STOESSEL AND DR. IZRAEL (DIRECTOR OF HYDROMET)
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PARTICIPATED IN OPENING COCKTAIL FEBRUARY 2, WHICH WAS ATTENDED BY ABOUT 75 KEY SOVIET GUESTS. THE AMBASSADOR AND DR. IZRAEL ALSO SPOKE AT THE EXHIBIT OPENING ON FEBRUARY 3. DEGREE OF SOVIET INTEREST WAS ALSO INDICATED BY TWO AND ONE-HALF HOUR VISIT ON FEBRUARY 4 BY DEPUTY MINISTER OF INSTRUMENT MAKING, AUTOMATION EQUIPMENT AND CONTROL SYSTEMS, YU. YA. BAZILEVSKIY, WHO SPENT ABOUT 20 MINUTES AT EACH STAND. ON THURSDAY, FOLLOWING LAST LECTURE, DR. IZRAEL INVITED US PARTICIPANTS TO HYDROMET FOR BRIEF PRESENTATION ON STATE OF SOVIET EFFORTS IN AIR POLLUTION MONITORING FOLLOWED BY COCKTAILS.

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ACTION EUR-12

INFO OCT-01 ISO-00 EPA-04 EB-07 OES-05 /029 W

----- 079325

R 131433Z FEB 76

FM AMEMBASSY MOSCOW

TO USDOC WASHDC

INFO AMEMBASSY PRAGUE

AMEMBASSY VIENNA

AMEMBASSY WARSAW

SECSTATE WASHDC 9894

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E.O. 11652: N/A

FOLLOWING ARE COMMENTS FROM EXHIBITOR REPORT FORMS (BEING
POUCHED BEWT/TPD-THOMPSON): ARTHUR WOOD, SALES MANAGER FOR
HEWLETT-PACKARD, STATED QTE AN EXTREMELY WELL ORGANIZED EVENT
WHICH BROUGHT IN HIGH QUALITY PEOPLE IN LARGE NUMBERS. HEWLETT-
PACKARD MADE FEW NEW CONTACTS, BUT IT GAVE US AN EXCELLENT
OPPORTUNITY TO DEMONSTRATE OUR CAPABILITIES IN THIS FIELD.
SINCERE THANKS TO THE U.S. COMMERCIAL OFFICE PERSONNEL FOR
THEIR HELP AND ENTHUSIASM. UNQTE NOT CLEARED FOR PUBLICATION.
ANATOLE J. SIPIN, PRESIDENT OF ANATOLE J. SIPIN CO. INC.
SOLD TWO AIR SAMPLING PUMPS FROM THE FLOOR AND STATED
QTE VERY WELL ORGANIZED - U.S. COMMERCIAL OFFICE STAFF VERY
COOPERATIVE - EXCEEDED EXPECTATIONS. UNQTE CLEARED FOR
PUBLICATION.

4. COMMENTS. MAJOR REASON FOR JEEP'S SUCCESS WAS
HYDROMET'S COOPERATION IN BOTH PLANNING AND EXECUTION OF EVENT.
ONCE AGAIN THIS POINTS UP IMPORTANCE OF A) PICKING A THEME IN
WHICH SOVIETS HAVE STRONG AND CLEARLY EXPRESSED INTEREST; AND
B) FINDING A SOVIET ORGANIZATION WHICH IS WILLING TO WORK WITH
THE CO IN ATTRACTING SOVIET SPECIALISTS. HYDROMET'S PRE-SHOW
ASSURANCES THAT THEY INTENDED TO BUY--AND HAD FUNDS ALLOCATED
FOR THIS PURPOSE--WERE BORNE OUT BY RESULTS. HYDROMET IS
INTERESTED IN CONTINUING ITS COOPERATION WITH CO, BOTH IN
ARRANGING AN EXHIBIT/SEMINAR ON WATER POLLUTION IN SPRING '77
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(SEPTTEL WILL ELABORATE ON THIS) AND IN SUPPLYING CO WITH INFORMATION ON SOVIET INTEREST IN SPECIFIC FIRMS (WE HAVE ALREADY WRITTEN BENDIX CORPORATION IN THIS REGARD).

THIS ATASPLHE SECOND CO EVENT FOR WHICH WE REQUESTED AND RECEIVED ASSISTANCE FROM THE SOVIET CHAMBER OF COMMERCE AND INDUSTRY. VISA SUPPORT FROM THE CHAMBER FOR THE AMERICAN EXHIBITORS WORKED VERY SMOOTHLY, AND THERE WERE NONE OF THE USUAL LAST-MINUTE VISA PROBLEMS. THE CHAMBER-SUPPLIED SIMULTANEOUS INTERPRETERS AND STAND ATTENDANTS RECEIVED HIGH MARKS FROM THE PARTICIPANTS, AND, AS NOTED ABOVE, PLAYED AN IMPORTANT ROLE IN PERMITTING EXHIBITORS TO DEVELOP LEADS DURING THE LECTURE PROGRAM. THE CHAMBER WAS ALSO ASKED TO DISTRIBUTE INVITATIONS TO THE FOREIGN TRADE ORGANIZATIONS (HYDROMET HANDLED ALL THE MINISTRIES AND INSTITUTES); HERE THEIR PERFORMANCE WAS CONSIDERABLY WEAKER, SINCE THERE WERE VERY FEW FTO REPS IN ATTENDANCE. OVERALL, HOWEVER, THE CHAMBER HAS MADE IT CLEAR IT IS NOW PREPARED TO COOPERATE WITH CO ON IN-HOUSE EVENTS.

LAST-MINUTE CANCELLATION BY DR. MORGAN OF EPA WAS MAJOR DISAPPOINTMENT, PARTICULARLY IN VIEW OF HYDROMET'S INTEREST IN HIS PARTICIPATION. WHILE HYDROMET APPARENTLY DID NOT LIMIT LEVEL OF THEIR PARTICIPATION AS RESULT, THEY DID EXPRESS SURPRISE THAT EPA REPRESENTATIVE COULD NOT ATTEND AN EVEN WHICH WAS PART OF THEIR JOINT PROGRAM. MORE TIMELY NOTIFICATION TO CO OF MORGAN'S PROBABLE NON-ATTENDANCE WOULD HAVE ENABLED US TO AVOID SOME EMBARRASSMENT.

DROP-OUT BY E-H RESEARCH WAS ALSO DISAPPOINTMENT TO CO, PARTICULARLY IN VIEW OF OUR EFFORT TO REASSURE THEM ON COMMERCIAL POTENTIAL OF THIS SHOW. WE DID NOT KNOW UNTIL DAY BEFORE OPENING THAT E-H WOULD NOT IN FACT PARTICIPATE.

AS USUAL, WE ALSO HAVE SOME LESSONS FOR FUTURE SHOWS. NEGOTIATIONS BETWEEN EXHIBITORS AND MASHPRIBORINTORG DID NOT TAKE PLACE UNTIL FRIDAY AFTERNOON, WHEN ALMOST ALL PARTICIPANTS WERE READY TO LEAVE, AND, IN FACT, CONTRACTS ARE BEING MAILED TO PARTICIPANTS THIS WEEK FOR SIGNATURE. (MASHPRIBORINTORG SIGNED THEM FEBRUARY 12.) TPD SHOULD CONSIDER REQUIRING -- OR AT LEAST STRONGLY URGING -- PARTICIPANTS WHO HAVE SALEABLE UNCLASSIFIED

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MERCHANDISE TO REMAIN IN MOSCOW AT LEAST TWO ADDITIONAL WORKING DAYS FOLLOWING EXHIBIT, EVEN THOUGH THIS COULD MEAN STAYING OVER WEEK-END. WE MUST ALSO EMPHASIZE AGAIN NEED FOR ADEQUATE SUPPLY OF COMPANY LITERATURE; SOME FIRMS BROUGHT ONLY 50 PIECES, NOT EVEN ENOUGH FOR FIRST DAY. FIVE HUNDRED SETS ARE A MINIMUM. IN ADDITION, EACH FIRM SHOULD BRING ALONG (OR

SEND IN ADVANCE) ABOUT 50 COPIES OF LECTURE PAPER. OUR
COPYING FACILITIES CANNOT HANDLE JOB HERE. AND FINALLY, WE
BELIEVE THAT IT WOULD BE ADVANTAGEOUS TO ENCOURAGE EARLY DIRECT
CONTACT BETWEEN EXHIBITING FIRM AND CO, PARTICULARLY TELEX
CONTACT WHEN TIME FACTOR IMPORTANT.
STOESSEL

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